

Mission Statement: "United Way collaborates with partner agencies to strength and improve Health, Education and Income Stability in Southeast Alaska."

**United Way of Southeast Alaska
Board of Directors Meeting**

**Thursday, June 20, 2013
5:15-7:00 PM**

**United Way of Southeast Alaska Conference Room
Teleconference: (800) 315-6338, Code: 5530**

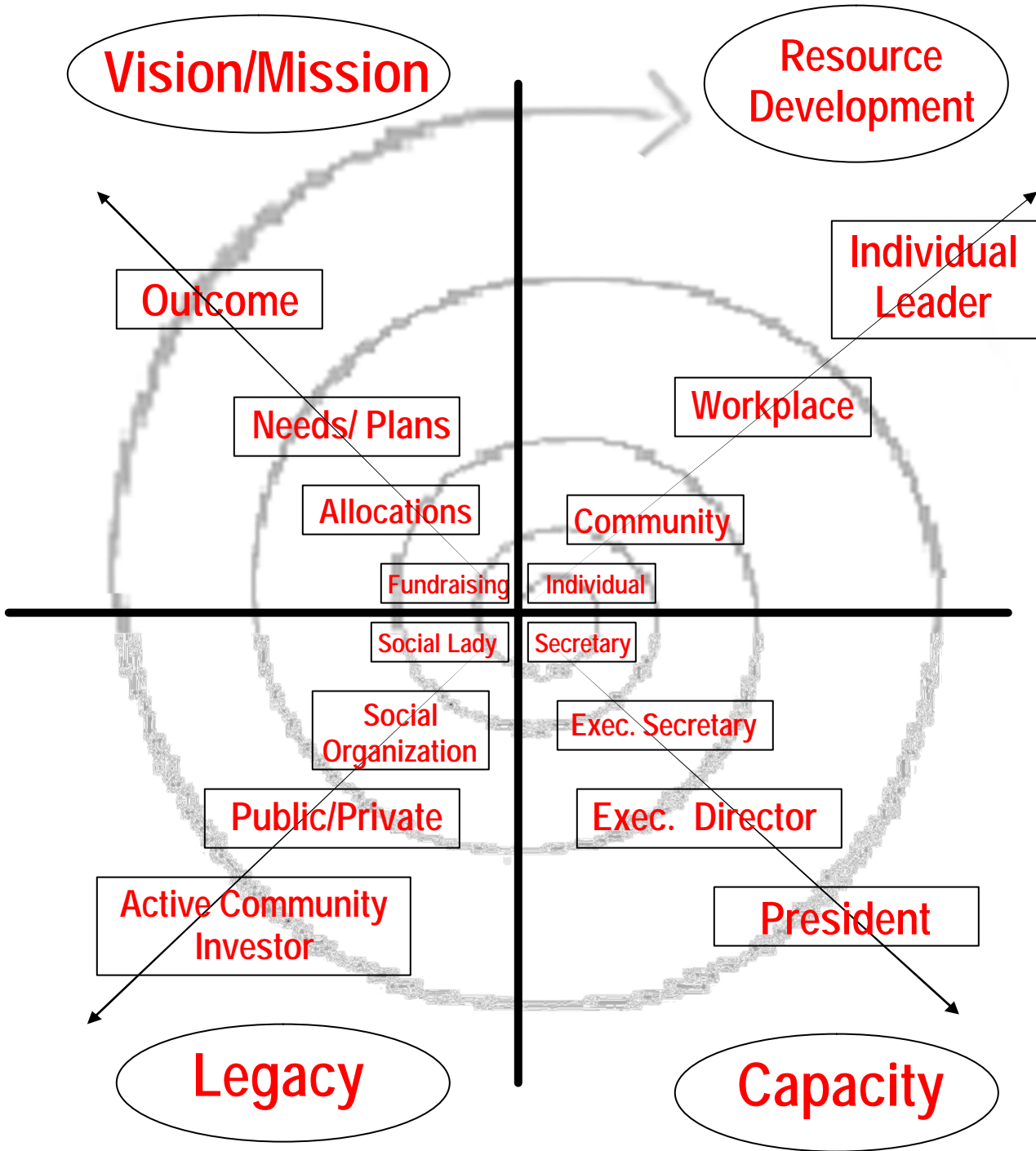
- I. CALL TO ORDER and INTRODUCTIONS** – Past Chair Becker
- II: APPROVAL OF AGENDA** – Corrections/Additions
- III: APPROVAL OF MINUTES** – Corrections/Additions
 - April 18, 2013 Minutes
 - May 16, 2013 Work session notes
- IV: PRESENTATIONS** –
- V: COMMITTEE REPORTS**
 - Finance Committee – May 2013 - Mesdag, Treasurer
 - Personnel Committee – Sheryl Weinberg, Secretary
 - Campaign Committee – Rosemary Hagevig, Robbie Stell
 - Board Development Committee – Karen Crane
 - Events Committee –
 - Community Impact Committee – Katherine Eldemar
 - Health – Corey Pavitt
 - Education – Bernie Sorenson, Alberta Jones
 - Income Stability – Jaysen Katasse
- VI: STRATEGIC PLAN UPDATE** –
 - Draft of Strategic Plan for discussion
- VII: OLD BUSINESS**
 - Adoption of 2013 Strategic Plan
- VIII: NEW BUSINESS**
 - Letter of Resignation Chair Mark Bryan
 - Appointment of Erin Hester to an unfilled term expiring in January of 2015
 - Day of Caring Chair Appointment
- IX: CHAIR REPORT** – Mary Becker
- X; PRESIDENTS REPORT** – Wayne Stevens
- XI: BOARD MEMBER COMMENTS**
- XII: ADJOURNMENT**

Next Meeting July18, 2013

Vision Statement: "United Way of Southeast Alaska addresses individual needs and improves lives by organizing the caring and collaborative power of our communities"

2013 Board Member Attendance																%		
Board Term Ends	First Name	Last Name	1/12	2/21	3/15	3/21	4/18	5/16	6/20	7/18	8/15	9/19	10/17	11/21	12/19	Attend	X's	Total
Jan - 2014	Mary	Becker	X	X	X	X	X	X								100%	6	6
Jan - 2015	Mark	Bryan	X	X	X	X	X	E								83%	5	6
Jan - 2015	Karen	Crane	X	X	X	X	X	E								83%	5	6
Jan - 2014	Katherine	Eldemar	E	A	A	A	A	A								0%	0	6
Jan - 2014	Glenn	Gelbrich	E	E	E	X	X	X								50%	3	6
Jan - 2014	Chris	Gerondale	X	A	E	X	A	A								33%	2	6
Jan - 2014	Alberta	Jones	X	X	X	X	X	X								100%	6	6
Jan - 2014	Jaysen	Katasse	E	X	X	E	X	X								67%	4	6
Jan - 2016	Mark	Mesdag	X	X	E	X	X	E								67%	4	6
Jan - 2014	Joan	O'Keefe	X	X	X	X	E	X								83%	5	6
Jan - 2016	Corey	Pavitt	X	E	E	X	A	A								33%	2	6
Jan - 2015	Hagevig	Rosemary	X	X	X	X	X	X								100%	6	6
Jan - 2015	Bernie	Sorenson	X	A	A	A	A	A								17%	1	6
Jan - 2016	Robbie	Stell	X	X	X	X	X	E								83%	5	6
Jan - 2014	Lance	Stevens	X	X	E	E	E	X								50%	3	6
Jan - 2015	Sheryl	Weinberg	X	X	X	X	E	E								67%	4	6
Jan - 2016																#DIV/0!	0	0
Total Board			16	16	16	16	16	16	0	0	0	0	0	0	0			
Attendance			13	11	9	12	9	7	-	-	-	-	-	-	-			
Average Percentage attending			81%	69%	56%	75%	56%	44%	###	###	###	###	####	####	####	56%		
	X = Attended																	
	T = Teleconferenced in																	
	E= Excused																	
	A=Absent																	

Brief History of United Way



**United Way of Southeast Alaska
Board of Directors Meeting**

Thursday, April 18, 2013

5:15-6:55 PM

United Human Services Conference Room

Board Members in Attendance

X	Mary Becker – Past Chair	X	Rosemary Hagevig		Staff
X	Mark Bryan – Chair	X	Alberta Jones	X	Wayne Stevens
X	Karen Crane – Chair Elect	X	Jaysen Katasse	X	Jennifer Treadway
X	Mark Mesdag –Treasurer	E	Joan O’Keefe		
E	Sheryl Weinberg– Secretary	A	Corey Pavitt		Guest(s):
A	Katherine Eldemar	A	Bernie Sorenson		
X	Glenn Gelbrich	X	Robbie Stell		
A	Chris Gerondale	E	Lance Stevens		
Legend: X = present E = excused absence T = teleconference A=absent					

Call to Order and Introductions

Chair Mark Bryan called the meeting to order at 5:15 PM. Quorum established with nine board members present.

Presentations: Beth Beaugard and Dianne Gubatayo, WISH, Ketchikan

At the start of the presentation, Beaugard and Gubatayo thanked United Way of Southeast Alaska for continued support. Beaugard briefly explained that community impact funds received have been utilized to provide snacks/light meals for participants at parent support groups and parenting seminars. With these funds, WISH has been able to provide snacks/light meals at each meeting to 21 children in Metlakatla, 29 children in Ketchikan, and 39 adults in both communities. By providing healthy snacks, WISH staff can explain the importance of healthy, economical cooking.

Approval of Agenda

Chair Bryan asked for approval of the agenda. He asked that the agenda item Board Service discussion be deleted.

**Motion: Board member Gelbrich moved to approve the agenda as amended.
Board member Hagevig seconded. Motion approved unanimously.**

Approval of the Minutes from March 21, 2013 Board Meeting

Chair Bryan asked for approval of the minutes from the March 21, 2013 Board of Directors meeting.

Motion: Board member Gelbrich moved to approve the minutes from the March 21, 2013 Board of Directors meeting. Board member Stell seconded. Motion approved unanimously.

Presentations - None

Committee Reports

Finance Committee – Mark Mesdag

Treasurer Mesdag noted that as a result of the ongoing transition of the accounting services to the United Way of Anchorage, the March finance statements were not yet complete and ready for board review. Treasurer Mesdag noted that he has been working with Len Lambert, CFO of United Way of Anchorage on final details of the statements. Mesdag expected that by the April Board meeting, both the March and April statements would

United Way of Southeast Alaska Board of Directors Meeting

Thursday, April 18, 2013

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United Human Services Conference Room

have been reviewed by the Finance Committee and budget adjustments completed for the Boards review and approval.

He noted that he and his staff had reviewed the Form 990 filing for FY2012 which was completed by our audit firm of Altman, Rogers & Co. Chair Bryan had also reviewed the 990 forms for FY2012. Treasurer Mesdag recommended that the Board approved the 990 forms as prepared for submittal.

Chair Bryan asked if there was any objection to approval of the 990 IRS form as prepared by the audit firm.

No objections, statements stand approved.

Personnel Committee – Sheryl Weinberg

In the absence of Secretary Weinberg there was no report. Chair Bryan noted that we needed to finish the development of the strategic plan so that the Personnel Committee could review and amend the CEO's job description and develop an annual review process for the CEO. Additionally, the personnel committee will be reviewing the leave policy to make sure it best fits our organization.

Campaign Committee – Robbie Stell & Rosemary Hagevig

Campaign Co-chairs Stell and Hagevig reported on the status of the 2012 campaign efforts. Resource Development Director Treadway provided a brief report on campaign activity noting that campaign income YTD is \$213,500.00 including new pledges from Coeur Alaska and corporate donations from Alaska USA Federal Credit Union and UPS, compared to 2011 YTD income of \$205,874.96. There is a lot of work to be done before the end of the campaign year to achieve our goal of \$500,000.

Board Development Committee – Karen Crane

No Report

Events Committee –

President Stevens reported on the two upcoming United Way events. Diversity Class is set for April 26 9:00 am – 4:00 pm. Resource Director Treadway noted that we have three presenters with a focus on disability awareness. Presenters are Richard Saunders, Interim Executive Director of the Governor's Council on Disabilities and Special Education, Duane Mayes, State of Alaska Director of the Division of Senior and Disability Services and Jim Beck, Executive Director of Access Alaska. The class is being held at the University of Alaska Southeast and sponsored by the City and Borough of Juneau. The registration is still open and participation is growing.

The second event is the fund raising dinner and conversation at the Orca Point Lodge on Thursday May 9. The boat trip and dinner are graciously donated by Allen Marine. Joining in conversation will be Kelley Harvey and Shannon Avenson, with the Juneau School District, who will report on the Learn United: Reading Tutors program and Jackie D'Cafango Kookesh and Sarah Dybdahl with Sealaska Heritage Institute to discuss successful community programs that help children and youth achieve their potential. Tickets are now on sale and he encouraged board members to purchase as soon as possible.

Community Impact Committee – Katherine Eldemar

In the absence of Committee Chair Eldemar, Resource Director Treadway reported on the process underway to improve the Community Impact grant process. She is working on incorporating suggestions from the Community Impact Committee who had solicited input from grant applicants and past awardees to streamline to the process. Board Member Hagevig noted that setting expectations of measurements and outcomes would be beneficial to United Way and to the agencies.

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United Human Services Conference Room

Health Committee –Corey Pavitt

In the absence of Board Member Pavitt no report was presented.

Education Committee – Karen Crane, Bernie Sorenson

Board Member Crane noted that she had indicated a willingness to explore the idea of serving as Chair of the Education Committee, but that other commitments prevent her from fulfilling the role. Board Member Jones indicated that she would be willing to serve as committee co-chair.

Income Stability –

Strategic Plan Update –

Chair Bryan summarized strategic planning efforts since the last Board meeting. He noted that he and President Stevens had spent time with Dirk Van Den Bosch discussing the way forward. President Stevens and Van Den Bosch will bring a draft to the board for review and approval.

Old Business

Small Project ideas and discussion

Board Chair Bryan noted that at the annual meeting he had indicated that he would like to see the board take a more active role in the community. He had suggested developing a small project that the UWSEAK board member would undertake in the coming year. From the list generated at an earlier Board meeting a vote of the top three projects had been taken.

The top three project ideas selected were:

Ask member agencies for projects

Education programs – Reading Tutors

Day of Caring – UWSEAK team

Board Member Crane noted that she cooks a meal at The Glory Hole once a month and would welcome participation from other board members at any time.

2013 United Way Membership Certification

President Stevens reviewed the 2013 United Way Membership certification material in the packet. Staff filled out the questionnaire and asked the Board to review for accuracy and approval.

Motion: Board member Gelbrich moved to approve the 2013 Membership Certification form. Board member Mesdag seconded.

Board members noted that one block had not been checked. With that block filled in appropriately the Board approved the submission of the 2013 Membership Certification.

Motion approved unanimously.

New Business

Review and Approve Code of Ethics

President Stevens noted that as a part of the review of the Membership Certification process he noticed that the Board has not reviewed and approved the Ethics Code since March of 2007. The certification process requires a review and approval by the Board every three years. The Board reviewed and discussed the Ethics Code.

Board members concurred with staff recommendation that the Code of Ethics was still a valid document and did not need any amendments or changes.

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United Human Services Conference Room

Ethics Officer

As a part of the review of the Ethics Code, President Stevens discovered the requirement to identify an Ethics Officer. He noted that the requirement suggests that the responsibility reside with the position of Chair in organizations not large enough to have a full time Human Resource position. There was discussion about the best way to handle the requirement.

Motion: Board member Hagevig moved to approve the incorporation of the Ethics Officer responsibilities into the Board Chair job description. Board member Stell seconded.

Motion approved unanimously.

Review and Approve Diversity Statement

President Stevens noted that as a part of the review of the Membership Certification process he noticed that the Board has not reviewed and approved the Diversity Policy since December of 2009. The certification process requires a review and approval by the Board every three years. The Board reviewed and discussed the Diversity Policy. Board member Hagevig noted that there was an incorrect geographical name still in the policy that needed to be changed.

Motion: Board member Hagevig moved to approve the Diversity Policy Statement as corrected. Board member Crane seconded.

Motion approved unanimously.

Chair Report

Chair Bryan noted that as an outcome of his change in employment status, he would be stepping down from the Board. He read from a letter to the Board and noted four areas that he strongly felt the Board should focus on in the short term. He asked the board to continue work on the development of the board matrix, the Vision and Goals work started in the strategic plan process, community involvement and visibility and strengthening the presence of United Way in Southeast Alaska.

President's Report

Stevens pointed out the attachments in the Board packet including his President's report and articles on nonprofit effectiveness and board composition in the future. He reported on progress of contracting for the accounting and database management with United Way of Anchorage, gave a quick reminder about the Diversity training class on April 26 and the Orca Point Lodge fundraiser on May 9. He updated the Board on the K.I.D.S. clothing shipments and public relations efforts.

Board Member Comments

Board members expressed support for Chair Bryan and expressed disappointment regarding his possible departure from the community.

Adjournment

Meeting adjourned at 6:55 PM.

United Way of Southeast Alaska Board of Directors Meeting

Thursday, May 16, 2013

5:15-6:55 PM

United Human Services Conference Room

Board Members in Attendance

Board Members in Attendance					
X	Mary Becker – Past Chair	X	Rosemary Hagevig		Staff
E	Mark Bryan – Chair	X	Alberta Jones	X	Wayne Stevens
E	Karen Crane – Chair Elect	X	Jaysen Katasse	X	Jennifer Treadway
E	Mark Mesdag –Treasurer	X	Joan O’Keefe		
E	Sheryl Weinberg– Secretary	A	Corey Pavitt		Guest(s):
A	Katherine Eldemar	A	Bernie Sorenson	X	Erin Hester
X	Glenn Gelbrich	E	Robbie Stell		
A	Chris Gerondale	T	Lance Stevens		
Legend: X = present E = excused absence T = teleconference A=absent					

Call to Order and Introductions

In the absence of Chair Bryan, Past Chair Becker called the meeting to order at 5:15 PM. Quorum not established with only seven board members present. Past Chair Becker introduced Erin Hester of Wells Fargo Bank and asked Board members to introduce themselves.

Approval of Agenda

Chair Becker noted that without a quorum, no actions could be taken. She said that she would go through agenda items and reports in hopes that additional board members would arrive.

Approval of the Minutes from April 18, 2013 Board Meeting

Board members reviewed minutes, had no additions, deletions or corrections to make. April minutes would be moved to the June agenda for approval.

Presentations - Dan Pallotta: “The way we think about charity is dead wrong”. Board members viewed a TED Talk about how we think about nonprofit overhead costs and why the current thinking may be causing nonprofits to place themselves in jeopardy of failing with the self-limitations under which they currently operate. Activist and fundraiser Dan Pallotta calls out the double standard that drives our broken relationship to charities. Too many nonprofits, he says, are rewarded for how little they spend -- not for what they get done. Instead of equating frugality with morality, he asks us to start rewarding charities for their big goals and big accomplishments (even if that comes with big expenses). In this bold talk, he says: Let's change the way we think about changing the world.

TED - Technology, Entertainment, and Design - is a non-profit organization devoted to ideas worth spreading.

Dan Pallotta is an American entrepreneur, author, and humanitarian activist. He is best known for creating the multi-day charitable event industry with the long-distance Breast Cancer 3-Day walks, AIDS Rides bicycle journeys, and Out of the Darkness suicide prevention night walks. Over nine years, 182,000 people participated in these events and raised \$582 million. They were the subject of a Harvard Business School case study.

He is the author of *Uncharitable: How Restraints on Nonprofits Undermine Their Potential*, the best-selling title in the history of Tufts University Press. He is also the author of *Charity Case: How the Nonprofit Community Can Stand Up for Itself and Really Change the World*, and *When Your Moment Comes: A Guide to Fulfilling Your Dreams*. He is the

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president of Advertising for Humanity and president and founder of the Charity Defense Council. He is a featured contributor to Harvard Business Review online.

Committee Reports

Finance Committee – Mark Mesdag

Treasurer Mesdag had a family emergency and was unavailable to participate in the meeting.

Personnel Committee – Sheryl Weinberg

In the absence of Secretary Weinberg, no report was presented.

Campaign Committee – Robbie Stell & Rosemary Hagevig

Campaign Co-chairs Stell and Hagevig reported on the status of the 2012 campaign efforts. Resource Development Director Treadway provided a brief report on campaign activity noting that campaign income YTD is \$213,500.00 compared to 2011 YTD income of \$205,874.96. There is a lot of work to be done before the end of the campaign year to achieve our goal of \$500,000.

Board Development Committee – Karen Crane

No Report

Events Committee –

President Stevens reported on the two recently completed United Way events. The Diversity Class was held April 26. Resource Director Treadway noted that we had three presenters with a focus on disability awareness. Presenters were Richard Saunders, Interim Executive Director of the Governor's Council on Disabilities and Special Education, Duane Mayes, State of Alaska Director of the Division of Senior and Disability Services and Jim Beck, Executive Director of Access Alaska. The class was held at the University of Alaska Southeast and sponsored by the City and Borough of Juneau. There were 29 participants in the class.

The boat trip and dinner at the Orca Point Lodge on Thursday May 9 were graciously donated by Allen Marine. Joining in conversation were Kelley Harvey and Shannon Avenson, with the Juneau School District, who reported on the Learn United: Reading Tutors program and Jackie D'Cafango Kookesh and Sarah Dybdahl with Sealaska Heritage Institute discussing successful community programs that help children and youth achieve their potential. We sold 38 tickets to the event.

Community Impact Committee – Katherine Eldemar

In the absence of Committee Chair Eldemar, no report was presented.

Health Committee – Corey Pavitt

In the absence of Board Member Pavitt no report was presented.

Education Committee – Karen Crane, Bernie Sorenson

Income Stability –

Strategic Plan Update –

President Stevens presented a draft Strategic Plan to the board for review and approval.

Old Business

New Business

United Way of Southeast Alaska Board of Directors Meeting

Thursday, May 16, 2013
5:15-6:55 PM

United Human Services Conference Room

Update of Community Impact Grant Application

Resource Development Director Treadway reported on progress of improvements to the Community Impact grant process. She is working on incorporating suggestions from the Community Impact Committee who had solicited input from grant applicants and past awardees to streamline to the process. Board Member Hagevig commented that setting expectations of measurements and outcomes would be beneficial to United Way and to the agencies.

Report on Meetings of United Ways of Alaska

Board Member O'Keefe reported on the meeting of the six United Way's of Alaska held in Anchorage April 24, 2013. With Chair Bryan unable to attend the meetings Board Member O'Keefe volunteered to extend her stay in Anchorage for a day to participate in the meeting.

Objective of day was to continue the discussions that executive directors have had on the topic of "How can the UWs in Alaska operate more as a system" with the following being the guiding questions:

- What is the prize/value for operating as a system?
- What areas of operation lend themselves to integrated action (from sharing, collaborating, or taking collective action). Those identified for discussion by the E.D.s were internal operations, donor experience, community engagement, sector leadership, RD, achieve community goals.
- What specifically will we do as a system to enhance the brand of UWs in Alaska
- What are next steps?

There was good conversation with all representatives and staff of the six United Ways in Alaska. Clearly all six are at different stages in development and becoming the Community Impact Model. Board Member O'Keefe pointed out the summation of the meeting discussion included in the Board packet.

Letter of Resignation Chair Bryan

President Stevens pointed out the letter of resignation from Chair Bryan. Chair Becker commented that she was sad to learn Chair Bryan was leaving United Way and the community. She noted that Chair Bryan would be joining the Board meeting in a bit. She noted this would be an opportunity to say thank you for his service and wish him well in future endeavors.

Chair Report - Past Chair Becker

Past Chair Becker reported that with Chair Bryan stepping down from the Board. She would step back into the role of Chair, Board Member Stevens would serve as Past Chair and Chair Elect Crane will remain and step in as Chair in January as planned. Mark Bryan arrived and Past Chair Becker presented him with a plaque recognizing his service to the Board, thanked hi

President's Report

Stevens pointed out the attachments in the Board packet including his President's report.

Board Member Comments

Board members expressed support for Chair Bryan and expressed disappointment regarding his departure from the community.

Adjournment

Meeting adjourned at 6:55 PM to a small reception to thank outgoing Chair Mark Bryan.

FINANCIAL STATEMENT COMMENTS – 5-31-13

KEY FINANCIAL INDICATORS:

Expenses for the year are 78% of the adjusted budget, which is slightly above the year-to-date level of 75%. Which is on track for the year. Salaries expense is the largest expense line at this point in the year and is slightly below budget at 73%.

Fall12 Private campaign pledges are coming in with pledges at 5/31/13 of \$213,870. Final Share and CFC payments have been received and are \$86,575 and \$52,555 respectively, for a total campaign of \$353,000 as of 5/31/13. There is roughly an additional \$11,000 of private campaign that will be added in June.

Liquidity (current assets divided by current liabilities) is at 2.37.

May 31 cash balance is \$280,361

PLEDGES COLLECTED – FALL 2012:

The majority of the pledges have been recorded for the Fall 2012 campaign, totaling \$213,870. We have collected \$154,122 of this amount. SHARE and CFC campaigns for Fall 2012 are \$86,575 and \$52,555 respectively.

FYTD CAMPAIGN COMPARISON:

This report compares the current YTD campaign activity to the prior YTD. While the total Fall 2011 campaign was at \$377,347, this included amounts that were double posted as well as included other activity that should not have been included in the private campaign. By adjusting the 2011 campaign by the amount written off (\$42,046), our adjusted Fall 2011 campaign would have been \$335,301. While the total 2012 campaign is up from the adjusted 2011 campaign, less has been designated to United Way, with more has been designated directly to the Agencies.

BUDGET TO ACTUAL 5/30/13

INCOME - Campaign revenues are \$173,986 posted based on pledge data through May 31.

Expenses are comparable to the budget.

At May month-end we have a loss of \$41,157. This is largely due to the amount written off as uncollectible AR as well as less of the campaign being designated to United Way.

COMPARATIVE BALANCE SHEET:

ASSETS - Receivables now show \$171,768 due from the Fall12 campaign.

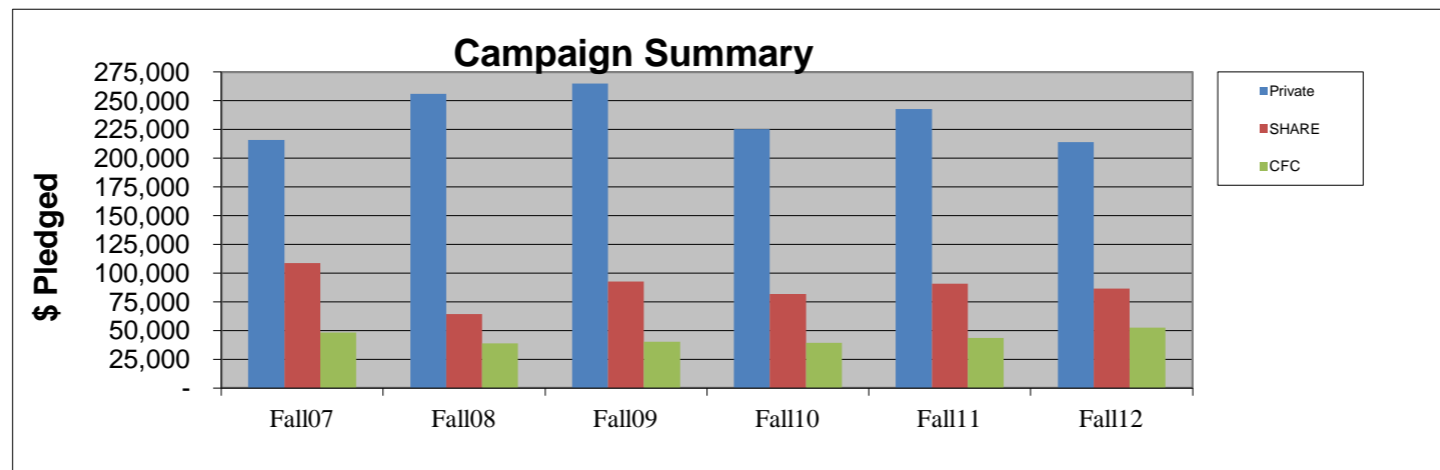
LIABILITIES & EQUITY – Liabilities no longer includes deferred campaign Revenue as the entire campaign designated to United Way has been included in the total revenue.

**United Way of Southeast Alaska
Financial Summary
Fiscal YTD May 2013**

	Year to Date Actuals		FY 2013 Budget	Variance
Revenues				
Fall 12 Campaigns				
Private Cpgn to UW	135,227	##	142,430	(7,203)
Community Impact Revenue	16,843	##	16,843	-
SHARE Cpgn to UW	7,854	##	7,854	0
CFC to UW	4,791	##	4,791	0
15% from private cpgn	9,270	##	14,900	(5,630)
Subtotal Campaign	173,986		186,818	### (12,832)
Non-Campaign Income	25,515		62,575	(37,060)
Total Revenues	199,501		249,393	(49,892)
Expenses				
Human Resources	121,633		162,572	40,939
Related Expenses				-
Travel & Training	8,309		6,500	(1,809)
Community Impact	1,783		19,343	17,560
Administrative	108,136		117,373	9,237
Equipment	798		1,100.00	302
Total Expenses	240,658		306,888	66,230
Net Income (Loss)	(41,157)		(57,495)	16,338

Assets, Liabilities & Equity

Assets		Liquidity	
Cash	280,361	May-13	2.37
Accounts Receivable	171,768	Apr-13	2.61
Other	7,390	Mar-13	2.28
Total Assets	459,519	Feb-13	1.97
Liabilities & Equity		Jan-13	2.20
Agency Designations Payable	143,393	Dec-12	2.58
Other	49,532		
Equity	266,594		
Total Liabilities & Equity	459,519		



Campaign Collections

	Private	SHARE	CFC	TOTAL
Fall 12				
Total Campaign Pledges	213,870	86,575	52,555	353,000
Designated to UW	152,070	7,854	4,791	164,716
Designated to Agencies	61,800	78,720	47,764	188,284
Total Collections to date	154,748	19,520	3,964	178,232
% Collected	72%	23%	8%	50%
Fall 11				
Total Campaign Pledges	242,799	90,944	43,603	377,347
Designated to UW	181,487	14,468	6,344	202,299
Designated to Agencies	61,312	76,476	37,259	175,048
Total Collections to date	208,048	87,281	39,972	335,301
% Collected	86%	96%	92%	89%

Expected 2012 Campaign

Total Campaign Pledges	224,000		86,575		52,555		363,130
Designated to UW	159,273	71%	7,854	9%	4,791	9%	171,919
Designated to Agencies	64,727	29%	78,720	91%	47,764	91%	191,211
Adjusted Fall 11							
Total Campaign Pledges	208,048		87,281		39,972		335,301
Designated to UW	155,511	75%	13,885	16%	5,816	15%	175,212
Designated to Agencies	52,537	25%	73,396	84%	34,156	85%	160,089
Change							
Total Campaign Pledges	15,952		(707)		12,583		27,828
Designated to UW	3,762		(6,031)		(1,025)		(3,294) -2%
Designated to Agencies	12,190		5,324		13,608		31,122 19%

United Way of Southeast Alaska

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MINUTES of the Finance Committee Meeting

Date of meeting: 05/15/2013 Time: 12:00 pm

Place: United Way Conference Room

Members Present (first & last name): Mark Mesdag, Lance Stevens, Vince Cheng

Members absent (excused): None

Other persons present: Wayne Stevens, Jennifer Treadway

Chairperson: Mark Mesdag

ITEMS DISCUSSED: April Finance Statements, changes to formatting of statements that no longer reflect deferred revenue, write down of uncollected and duplicate entries. Amount designated to United Way is down, amount designated to agencies is up. Budget shortfall and where to make reductions in budget

DECISIONS MADE: Adopt the April finance statements. Chair Mesdag and staff will meet to work on amended budget, continue refining reporting processes with Anchorage.

RECOMMENDATIONS: Recommend Board adopt the May finance statement.

Adjourned at: 1:00 pm

United Way of Southeast Alaska

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unitedwayseak.org



MINUTES of the Finance Committee Meeting

Date of meeting: 06/18/2013 Time: 12:00 pm

Place: United Way Conference Room

Members Present (first & last name): Mark Mesdag, Lance Stevens,

Members absent (excused): Vincent Cheng

Other persons present: Wayne Stevens, Jennifer Treadway

Chairperson: Mark Mesdag

ITEMS DISCUSSED: May Finance Statements, Potential budget revisions and one time costs for conversions.

DECISIONS MADE: Adopt the May finance statements. Chair Mesdag and staff will meet to work on amended budget

RECOMMENDATIONS: Recommend Board adopt the May finance statement.

Adjourned at: 12:35 pm

UNITED WAY OF SOUTHEAST ALASKA

Advancing the Common Good

OUR WORK IS FOCUSED ON THE BUILDING BLOCKS FOR A GOOD LIFE:

HEALTH

Working toward healthier individuals, families, and communities

EDUCATION

Helping children and youth achieve their potential

INCOME

Promoting financial stability and independence for families and individuals

Investing and mobilizing resources to bring about positive change in community conditions across Southeast Alaska by:

- Engaging **all** in our region
- Managing an ongoing regional goal process
- Leading results-based methods of generating and investing resources
- Focusing volunteerism on effective outcomes
- Providing valued input to public policy

United Way of Southeast Alaska, in agreement with United Way Worldwide, has identified three priority areas: Health, Education and Income. These three priority goal areas are recognized as the universal building blocks of a good life. They are how we focus our resources to positively change the community conditions we seek to improve.

Our regional Return on Investment (ROI) is both social and fiscal. Individuals, institutions, and corporations deeply invested in communities across Southeast Alaska see long-term change as a strategic solution. Our preventative approach is often described as going *up-stream* to identify and address each of our communities' problems. By targeting these issues, quality of life is improved, possibilities become reality, dreams are realized and lasting change is created.

Our community-based agenda is grounded in the belief that all of us are interconnected as change agents in creating a better life for each of us. **We all win when a child succeeds in school, when families are financially stable, when people are healthy.** The benefits of our joint work ripple into the community as a whole.

Targeted, systemic change has the ability to significantly improve larger social systems into the future. Addressing root causes, we believe is both more cost-effective and efficient over time.

United Way of Southeast Alaska, working across the entire region completed a Compass II Community Building Assessment several years ago. Recent discussions with community leaders and

human service professionals suggest the conditions identified in the study continue to be valid concerns.

Overall, the Compass II research process identified the following social issues as priorities:

- Affordable housing is a key issue that encompasses many different concerns.
- Alcohol and drug abuse is a root cause of many community problems.
- Everyone has a stake in improving the community for kids.
- Remnants of racism combine with a largely unrealized opportunity to build on the community's rich multi-cultural assets.

Given the strategic goals outline above, the following may well reflect a good alignment of integrating the Compass II defined issues with the new United Way of Southeast Alaska strategic direction.

- **HEALTH: Working toward healthier individuals, families, and communities**
 - More Southeast Alaska residents gain access to health education and regular health screenings
 - More low income residents in Southeast Alaska have access to quality health care
- **EDUCATION: Helping children and youth achieve their potential**
 - More children enter school with the language and literacy skills they need for success
 - More youth make positive choices leading to success in school and life
- **Income - Promoting Financial Stability & Independence**
 - More individuals and families in Southeast Alaska meet their basic needs and increase their income
 - More individuals in Southeast Alaska are housed and connected to the right resources

The Compass II research also identified a key process issue that strongly suggests the region has both the assets and aspirations to seek solutions to the issues identified.

- Southeast Alaska needs to build on its culture of community involvement by encouraging more dialogue among people of differing views and by making volunteerism easier and more effective.

Given that we have a general agreement regarding the information developed to date, the next steps in our process will help us align what we are doing with where we are headed based on our strategic goals.

Developing Operating Priorities

United Way of Southeast Alaska's Board of Directors, during a recent planning session, began the task of developing operating priorities for the next several years, they are:

Community Goals implementation - Health and Education Committees will develop preliminary plans for how each committee will implement its charter over the next 12 to 18 months. These

plans may change as information becomes available from the Community Capacity Committee and elsewhere.

UWSEAK Capacity - Form a sustainable organizational development ad hoc committee to draft the basic components of a transitional operating strategy for the next 2 to 3 years the help navigate the communities' and human service sectors largely uncharted waters, critical questions to answer are:

- What specific elements should be focused on?
- What key activities should be undertaken?
- What measures of success will be most useful and compelling?
- What are the best roles and relationships for all actors in the system?
- What investments are needed in UWSEAK business practices to expedite success?

Community Capacity - an ad hoc committee to plan and lead initial outreach to United Way of Southeast Alaska's non-profit partner agencies and other service providers in the region active in the community goals areas. The outreach should be designed to learn about:

- How current partner program priorities, activities and impact align with community goals across the region and Compass II social issue priorities.
- Roles United Way of Southeast Alaska might play to support and help coordinate partner efforts to expedite community goals progress.
- Any sector-wide trends or concerns, for example:
 - Volunteer leadership succession
 - Volunteers in direct service
 - Funding
 - Results evaluation

Presidents Report for June 20, 2013

Meetings

5/17 - Riverbend Reading tutors thank you luncheon, Dirk conversation
5/20 - Mark Mesdag budget discussion, Nina Kempel Alaska Humanities Forum
5/21 - Out to Sitka, Lunch w/Scott McAdams,
Terry Bryan & Colleen Sullivan, First American Title
5/22 - Breakfast w/Sitka agencies, Sitka Chamber presentation, Cyndy Gibson,
5/23 –Rollo Pool, Back from Sitka
5/24 – Breakfast w/Wayne Haerer GCI, Sue Brogan UWA Alaska Navigator conversation,
Joan O’Keefe UHS discussion
5/28 - Rotary
5/29 - Mark Mesdag budget discussion, UHS Board meeting
5/30 - Rep. Kreiss-Thomkins Rm 426 Capital
5/31 - Humanities forum meetings Cordova
6/4 – Dirk Van Den Bosch conversation
6/6 – Chamber luncheon
6/7 – Lunch w/Staff
6/10 - Lunch w/Glenn @Prospector
6/11 - Rotary Baranof Hotel, Mary Becker conversation
6/13 - Dirk conversation, Heather Miller Competitive Edge building furniture
6/18 - Rotary Baranof Hotel, Mary Becker conversation
6/19 – 2 - AmeriCorps interviews, Dirk conversation
6/20 - Wells Advisory board meeting, Foraker Ops Board Meeting, United Way Board meeting

Worked on following tasks –

United Human Services building lease and layout discussions
United Human Services portable wall and conference room furniture
Accounting services contractor discussions and preparations
2013 Strategic Plan development
CEO Job description
Performance Plan
Mission, Vision, Values, Core Values, Strategic plan process
Matrix and Attributes form
Database conversion planning and implementation for shift from GiftWorks to ANDAR
KIDS shipments to agencies in Sitka, Ketchikan, Wrangell, Kake, Haines, Klawock, Petersburg & Juneau

Sitka Trip Report

Tuesday May 21

10:18am Depart Juneau Alaska Air flt 62 to Sitka

10:55am arrive in Sitka

Check in at Westmark Hotel

11:45am Lunch with Former Mayor and Director of Community Schools, Scott McAdams

2:30 pm Terry Bryan and Colleen Sullivan, First American Title

Walking tour of downtown Sitka for orientation of facilities

Wednesday May 22

7:00 am meeting with United Way Partner Agencies

Willow Moore, Brave Heart Volunteers

Amy Zanuzoski, Sitka Counseling and Prevention

Marita Bailey, Sitka Counseling and Prevention

Vicki D'Amico, Sitka's Against Family Violence

Conversation about business climate, potential for giving via UW campaign, Alaska 211 program and program challenges for partner agencies.

10:00 am Thad Poulson, Publisher Sitka Sentinel

11:30 am Sitka Chamber meeting and presentation

2:00 pm Major Wright, Salvation Army, Sitka

2:30 pm Cyndy Gibson, Waddell Reed financial literacy discussion

Calls to Keith Perkins, Area Director USDA Rural Development and
Roger Hames, Sea Mary Quality Center

Thursday May 23

10:00 am Tom Hesse, follow up on Chamber luncheon presentation

11:45 am Rollo Pool, Former UWSEAK Board member

6:20pm Depart Sitka Alaska Air flt 67 to Juneau

6:55pm Arrive in Juneau

Tuesday May 28

Follow up with of Sitka

Introduced myself and United Way to those I met. Shared information about our programs; Get Connected, Youth Connect and Alaska 211. Encouraged agencies to consider becoming a United Way partner agency. Business community is receptive to the idea of a fall campaign. Challenge is how best to coordinate and manage a campaign.

Alaska Dispatch

News and voices from the Last Frontier

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[Home](#) > Government funding dwindles for ballooning Alaska nonprofit sector

[Suzanna Caldwell](#) ⁽¹⁾

June 2, 2013

Main Image:

[Small business with an Alaska flair](#) ⁽²⁾

Main Image Caption:

With one nonprofit for every 100 Alaskans, the state is flush with charitable organizations, but funding from financially strapped governments is drying up.

The Alaska Native Justice Center, a nonprofit tasked with bridging the divide between Alaska Natives and the state's justice system, is facing a conundrum. With federal funding drying up as politicians try to reduce deficit spending, the center's primary funding source -- federal grants -- is drying up too.

On the eve of celebrating its 20th anniversary, the center recently announced its financial situation was so dire that it might have to close.

Justice Center President Walt Monegan recently said the center was looking at getting at least three more grants, perhaps more. For the time being, though, the center was operating on its two remaining grants and some savings.

"Is (the situation) dire? It could be," Monegan said.

'Brutal facts'

Other nonprofits across Alaska may be facing similar woes soon. Complicating matters? The sheer number of nonprofits in Alaska, a number that's been growing for years, according to the organization in charge of assisting them.

Dennis McMillian, president and chief executive of The Foraker Group, said his organization doesn't try to dissuade organizations from seeking nonprofit status, but offers the "brutal facts" of what that means.

"We're trying to tell people the truth," he said. "Just because you're a nonprofit doesn't mean money will fall from trees."

A 2010 report on Alaska nonprofits shows that despite an economic downturn, the number of nonprofits in the state grew 17 percent to 7,027 between 2007 and 2010. The report, produced by the University of Alaska Anchorage's Institute for Social and Economic Research in conjunction with The Foraker Group, shows one nonprofit for every 100 Alaskans, based on U.S. Census data.

While nonprofits are scattered across the state, 75 percent are located in Alaska's urban centers of Anchorage, Fairbanks and Juneau. A few are quite large (the top four are health-care providers, including Alaska Native Health Consortium and Providence Health and Services Alaska), but the majority of Alaska's public charities have budgets under \$1 million. Half of them have budgets less than \$100,000.

Alaska nonprofits fill a special niche. Many serve roles that local government might fill, like mental health care. In some tiny communities, a nonprofit can make up a large portion of the area's jobs. But for every nonprofit that succeeds, others fail. Finding board members or an overlap in services make for a complicated environment in Alaska, especially as government funding -- a crucial component -- becomes difficult to secure.

Alaska nonprofits rely on government

Alaska charities rely more heavily on government funding than Lower 48 charities, according to the report, which found that government grants make up 43 percent of most nonprofit funding. Nationally, nonprofits typically receive 9 percent of their funding from government organizations.

That reliance on government funding -- federal, state and local dollars -- makes funding sources unstable for local charities.

"Money like that isn't sustainable over time," McMillian said. "Most foundations don't pay for ongoing operations, so they're going to want a strategy to keep things going once funding stops."

McMillian pointed to the Pick. Click. Give program connected to the Alaska Permanent Fund as an example of a funding source nonprofits can tap into. While great in theory, becoming a nonprofit just to collect money from that program isn't reason enough to organize.

This year, 471 nonprofits signed up as potential Pick. Click. Give recipients. The program allows Alaskans to donate all or a portion of their Permanent Fund dividend to eligible charities. In 2013, Alaskans donated \$2.4 million, the most ever, according to program coordinator Heather Beaty. The number of nonprofits eligible for the program grew as well. It's a trend Beaty expects to continue.

"It's likely to grow again next year," she said.

Just \$25 from Permanent Fund program

The amount of money donated to the charities in the program varied greatly. Bean's Cafe, an Anchorage-based soup kitchen, collected \$119,750 from 2,094 pledges. On the other end of the spectrum, the University of Alaska, Prince William Sound Community College received one \$25 pledge.

Ken Miller, director of development at Bean's Cafe, noted that it is indeed a difficult funding climate, but Bean's Café helped itself by diversifying its funding base.

Miller said with 8,000 donors, losing one individual donor doesn't have the same impact as losing a huge grant.

Also, Bean's Cafe partners with numerous organizations around the state to make sure its not duplicating efforts. For example, the organization works closely with the Food Bank of Alaska to store and distribute food.

Miller said funding groups are often looking to see those collaborations to ensure there's no duplication.

"We're not in competition with anybody," Miller said. "We have a mission to feed children and adults, and we go about it the best way possible."

The Alaska Native Justice Center also partners with organizations across the state, but it has still struggled with funding lately. Much of its funding comes from federal grants, many of which have been discontinued or dramatically slashed.

Monegan, of the Justice Center, described the current nonprofit situation as "rubber duckies floating in a bathtub." The water is the money, and as the water drains away, the ducks all come together.

"If there was a plus in all of this, the fact that as grants become more difficult to get or dry up, those of us who are working in this field are drawn closer together because we have to be."

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